# How To Use Gartner Group

## *Deliverables and Tips for Effective Use*

*Prepared for*

# NASA GSFC

**LOIS NESTOR**

**October 16, 1997**
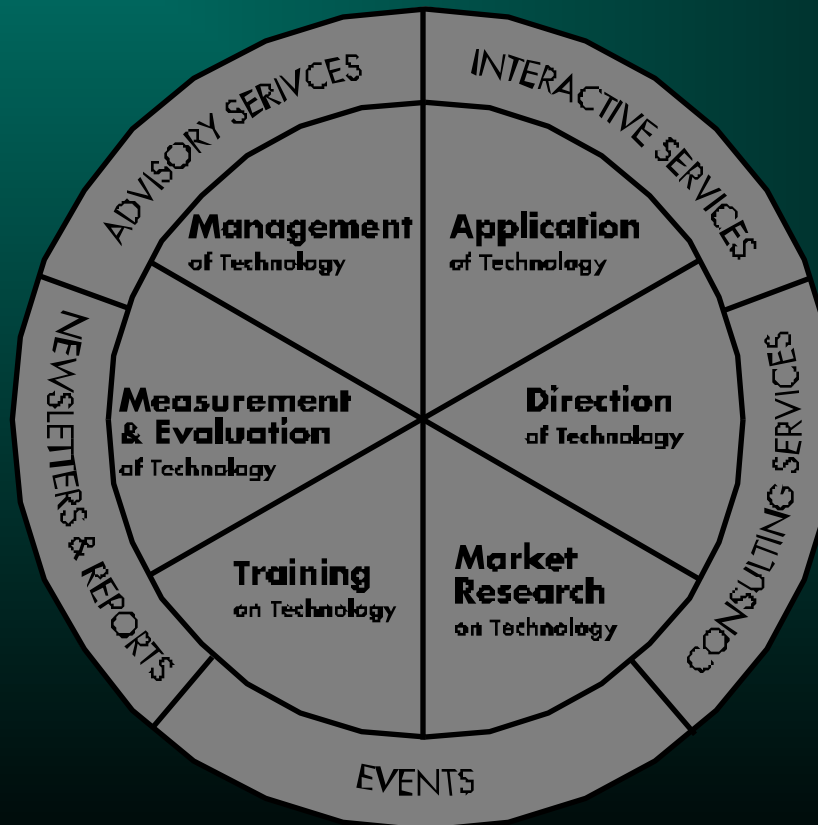
# GartnerGroup

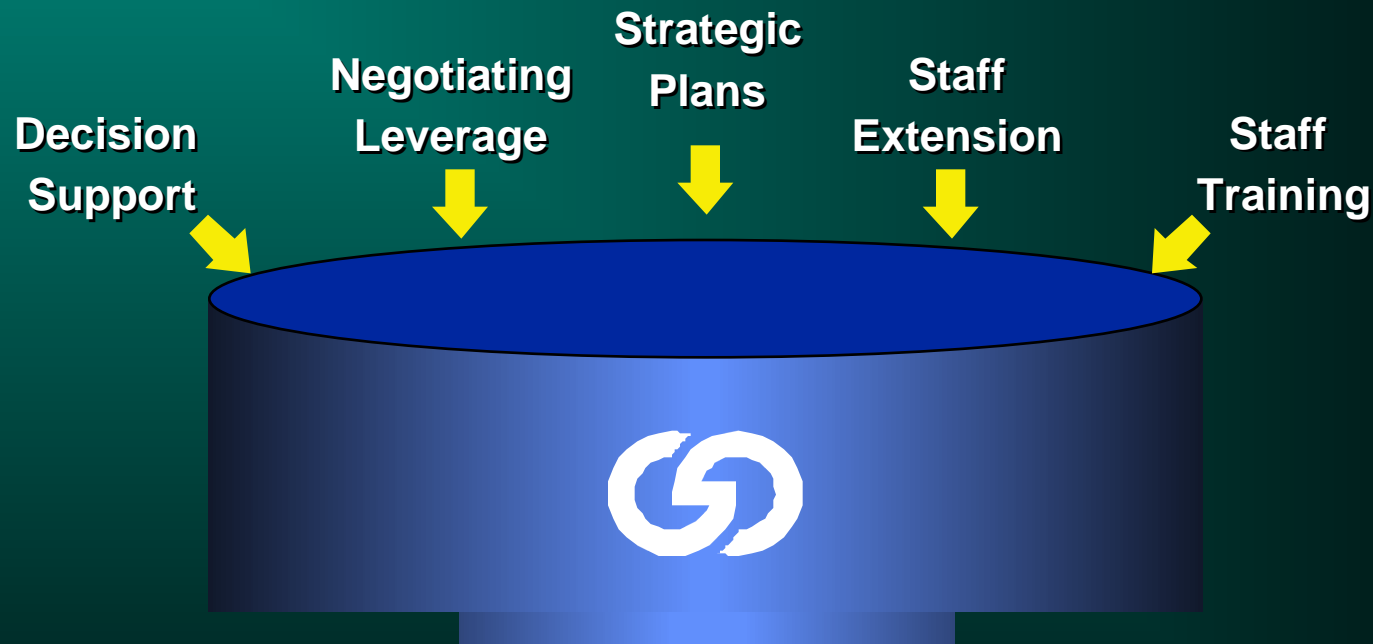## Your Personal Information Technology Advisor

# Areas of Expertise

n **We will assist you in buying, building, managing and using technology to optimize your time, money and resources**

# Gartner Group Services Provide You With:

- n **Breadth of product line**
- n **Depth of information**
- n **Quality research and analysis**
- n **Client network**

# Value of Gartner Group Services

**Decision Support**

**Negotiating Leverage**

**Strategic Plans**

**Staff Extension**

**Staff Training**

**Benefits:**
**Save Money and Time**
**Minimize Risk**
**Maximize Return on Investments**
**Maintain Flexibility**

# Gartner Group Business Background

n Founded in 1979

n FY96 revenue of $395 million

n More than 1,500 employees worldwide committed to client service and innovation

n More than 400 analysts worldwide having an average of 15+ years of experience

n More than 80 personal advisory services

n More than 70 locations worldwide

# Global Research Network

n **Gartner Group employs a worldwide research network to deliver the best possible advice**

Vendors

Users

Investors

*23,000*

*Clients*

*Worldwide*
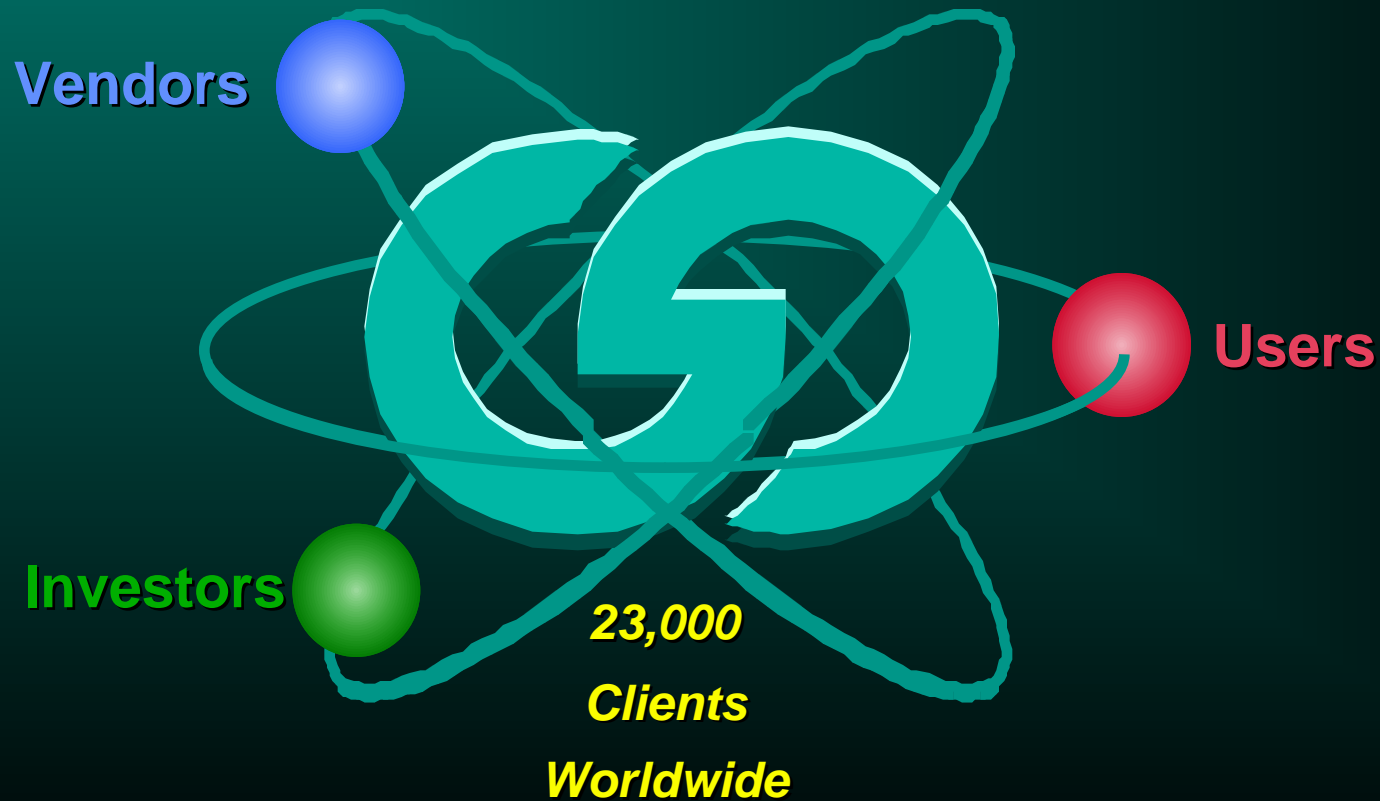
# Core Areas of Expertise

n **By combining multiple delivery mechanisms with our full range of core expertise areas, we meet your personal IT advisory needs**
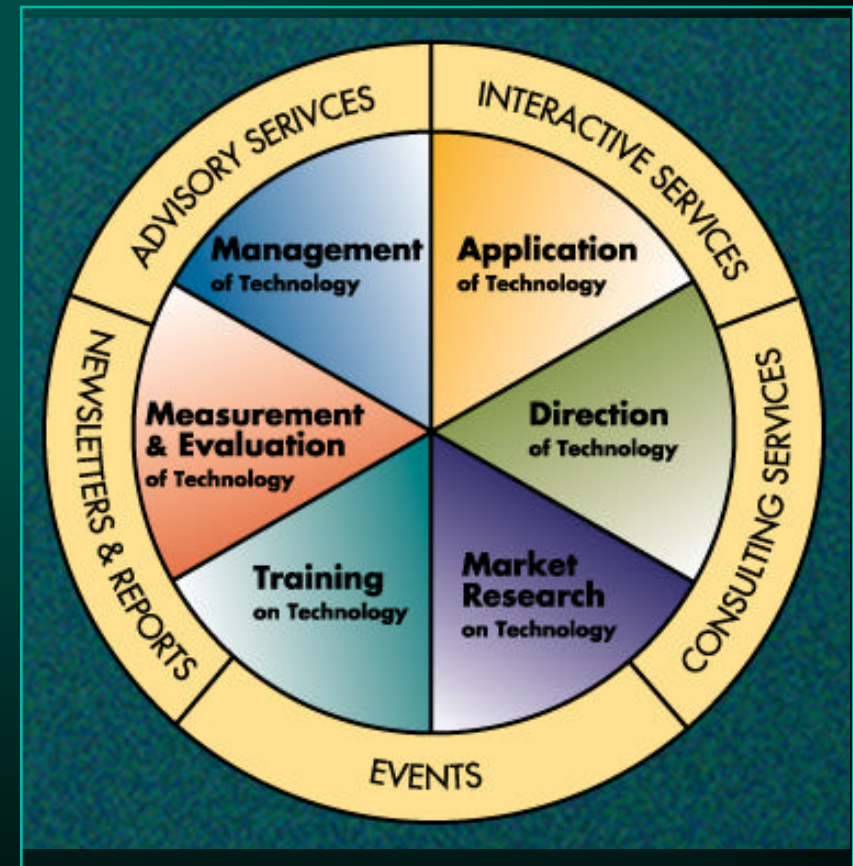
# 1997-1998 Membership Profile
## NASA GSFC

### *Services Retained:*

Advanced Technologies and Applications (ATA)

# Research Notes

- **Monthly packages to each retained service**

- **Gartner Group's evaluation of, and position on recent IT products, events, markets, trends and Key Issues**

- **Strict two-page architecture**

  *Tips*

  - Review the table of contents

  - Call author to discuss relevancey to your issues.

  - Future topic determined from your inquiries!

# Strategic Analysis Reports

- "White papers" containing Gartner Group evaluations of key trends, industry developments, vendors, and products and services

- Published periodically

*Tips*

- In-depth background and analysis

- Route to those appropriate

- Contact the author to discuss findings relevant to your issues

# Telephone Inquiry = Quick Path

- Quick Path - the "front-end" to Gartner Group through which all inquiries are coordinated

- Quick Path channels your inquiries most effectively based on electronic calendaring and skills inventory

- Discuss issues in deliverables or unique to your situation

  Tips

  - 203-316-1200 or inquiry@gartner.com
    - Specify urgency

  - For custom attention call Account Service Representative, Emil Petersen at 703-205-3991

# Audio-Conferences (ACs)

- **Monthly Calendar and Topic descriptions for each interactive hour-long meeting with a Gartner Group analyst--- maximum of 30 locations via telephone**

- **Round-table, anonymous polling for Q&A**

### *Tips*

- Sign up early and often.

- Use for internal meeting or training

- Not your service?  Call Emil Petersen, **Account Management Representative,** to register as a GUEST for the session!

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# Monthly Research Review (MRR)

- **Monthly compendium of published Gartner Group research**

- **High-value research plucked by our Chief Research Officer**

- **Bottom-line excerpts of Top Issues at Gartner Group**

- **An index of research across all Gartner Groups services**

    *Tips*

    - Call *Quick Path* for Research Notes

    - Circulate to others in IT

    - Share with Business Units to begin dialogue

# InSide Gartner Group (IGG)

- **A summary of issues reviewed at weekly Thursday research meetings**

- **Highlights topics discussed at these dynamic meetings**

*Tips*

- Circulate within the office

- One of the most widely read publications

# GartnerFLASH!

- **A facsimile delivery vehicle used to communicate a brief analysis of late breaking industry events**

- **Each article's author is identified for easy follow-up**

*Tips*

- Route to those appropriate

- Contact author to discuss findings relevant to your issues

# Local Briefings

- **Local lectures and discussion on the hottest user-driven issues in the IT marketplace.**

- **Provides a forum for interactive review of current events**

- **Meet peers in your region faced with the same dilemmas**

    *Tips*

    - Take advantage of the small group size and plan an in-depth discussion on one of your management's key issues

    - Send staff member(s) to local briefing -as a training

# Theme Conferences

- **Theme agenda stresses integrated topics and personal contact with each analyst**

- **The <u>Trip Report</u> summarizes the highlights of each conference**

- **A 24-hour service exists with agenda information of future events: 1-800-778-1990, Ext. 503**

    *Tips*

    - Request audio tapes of selected sessions for training purposes and follow-up meetings

    - Route the Trip Report to your team and use the Conference Book in your Reference Library

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# Symposium

- **A five-day event held each October**

- **The IT industry's most comprehensive strategic planning event**

- **Benefit from Gartner Group's multi-national research representing    the power of over 28,000 of your peers - the largest IT research network of its kind.**

    *Tips*

    - Develop a network of helpful relationships

    - Send an executive - one-on-one analyst  meetings

    - Receiving critical decision support information

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# Benefits of a Relationship with Gartner Group

- Reduced time to action
- Accountability insurance, sounding board, sanity check
- Cost avoidance, justify future investments
- Membership to the largest IT research network
- Verification of vendor claims/promises
- Vendor qualification
- Negotiating better with vendors
- Staff extension
- Keeping staff trained, enhance productivity and performance
- RFP/Proposal assistance
- Review critique strategic plan
- Credible, authoritative, independent information source

# At Gartner Group We Are Ready to Be Your Personal Information Technology Advisor